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OUTDOOR CALIFORNIA magazine features current, practical and exciting news on California's fish, wildlife and wildlands. Published by the Department of Fish and Game, this award winning magazine provides unique information and perspectives on California's wildlife coupled with vibrant and spectacular photography. It celebrates the diversity of California's wildlife and the efforts made by the people who work to protect, enhance and maintain it.

Published for more than 45 years, *OUTDOOR CALIFORNIA* has a press run of 22,000, is published bi-monthly and distributed primarily to subscribers, but also at various sporting expos, the State Fair, exhibits, state ecological reserves and wildlife areas, hatcheries and other events sponsored by the Department of Fish and Game.

Printed on 70 lb gloss paper, *OUTDOOR CALIFORNIA* is a full color publication with standard features like a watchable wildlife column, hunting and fishing column, and true warden adventure stories written by award-winning author Terry Hodges. *OUTDOOR CALIFORNIA* hosts an annual photography award program giving honors to photographers from around the state in nine categories.

Used as a coffee table decoration, an educational tool in schools, an outreach product by universities, and by families for educating and entertaining their children, *OUTDOOR CALIFORNIA* has the loyalty of its readers as well. Many have subscriptions for several years while others have boasted of possessing volumes of the magazines.

## OUTDOOR CALIFORNIA 2000 - 2001 Advertising Rates

FOUR COLOR	1X	<b>6X</b>
FULL PAGE	\$1,750	\$1,300
1/2 PAGE	950	700
1/3 PAGE	700	500
INSIDE FRONT COVER -	1,900	1,400
INSIDE BACK COVER	1,800	1,350
BACK COVER	2,200	1,600

BLACK & WHITE	1X	6X
FULL PAGE	700	450

EXPANDED LISTINGS	1X	6X
(No extra cha	arge for color)	
4" X 2 1/4"	- \$175	\$150
3" X 2 1/4"	150	125
2" X 2 1/4"	125	100
1" X 2 1/4"	100	75

35 words for \$25 per issue (minimum run of 3 issues)

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ISSUE	CLOSING DATE*	
JAN/FEB	DEC 1	
MAR/APR	FEB 1	
MAY/JUN	APR 1	
JUL/AUG	JUN 1	
SEPT/OCT	AUG 1	
NOV/DEC	OCT 1	
ISSUE	MATERIAL DUE*	
JAN/FEB	DEC 10	
MAR/APR	FEB 10	
MAY/JUN	APR 10	
JUL/AUG	JUN 10	
SEPT/OCT	AUG 10	
NOV/DEC	OCT 10	
ISSUE	DISTRIBUTION DATE	
JAN/FEB	EARLY JANUARY	
MAR/APR	EARLY MARCH	
MAY/JUN	EARLY MAY	
JUL/AUG	EARLY JULY	
SEPT/OCT	EARLY SEPTEMBER	
NOV/DEC	EARLY NOVEMBER	J

<sup>\*</sup> If closing or material date is on a Saturday, Sunday, or holiday, the deadline will be the first following business day.